



Cincinnati Cares

# **21ST-CENTURY VOLUNTEERING:** What's New and What's Not

# \* Today's Agenda & Instructions

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Volunteerism benefits

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Changing Landscape

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# Volunteerism Matters To The Community And The Volunteer



Connections to others



Combats depression



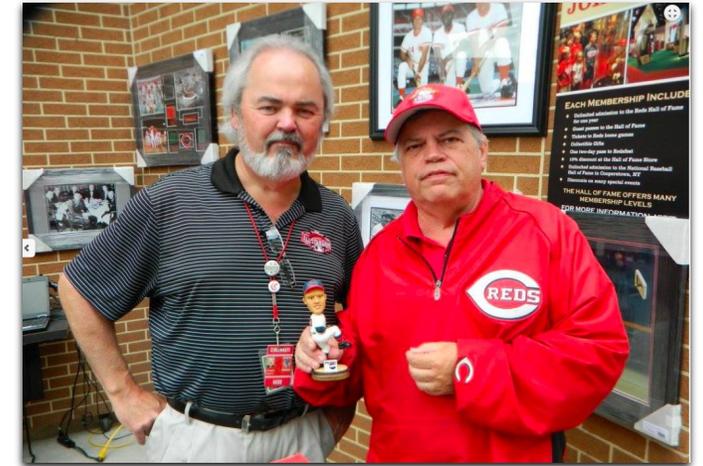
Proximity to the issues



Counteract the effects of  
stress, anger, and anxiety



Give and get more, twice as likely  
to donate





## The “happiness” effect





**Company team-building and  
social responsibility goals**





**Longer, healthier, positive  
lives**



# Volunteerism In America

Volunteers contribute almost as much value as donors:

- \$410B annually in contributions (according to Giving USA)
- \$280B annually not including those made to higher ed & religious institutions
- \$200B annually contributed in the economic value of volunteers\*

“Organizations that engage volunteers well are equally as effective as their peers, but at almost half the median budget.” (Reimagining Service)

\*According to data published by the Corporation for National & Community Service



# Volunteer Landscape is Shifting



# Volunteers expectations are changing.

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Similar to changes in the workplace and lifestyle

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Make a meaningful contribution and be valued for it

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Expect easy to find, easy to participate

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Motivations include making a difference, social, career

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Curious to casual to committed

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Expect well-organized and efficient management



# A Changing Landscape Of Volunteering



Curious



Casual



Committed



Catalysts

# Volunteers come for many different reasons.

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Compassion for a cause or need

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Connection to others and the community

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Personal/Career advancement

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A sense of duty or obligation

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Requirement (School, court, etc.)



# \* Volunteers Help in Many Ways



Board Service

Pro Bono and  
Skills Based

Mission Delivery or Back  
Office Support

Episodic/ Emergency  
Response

Event Support



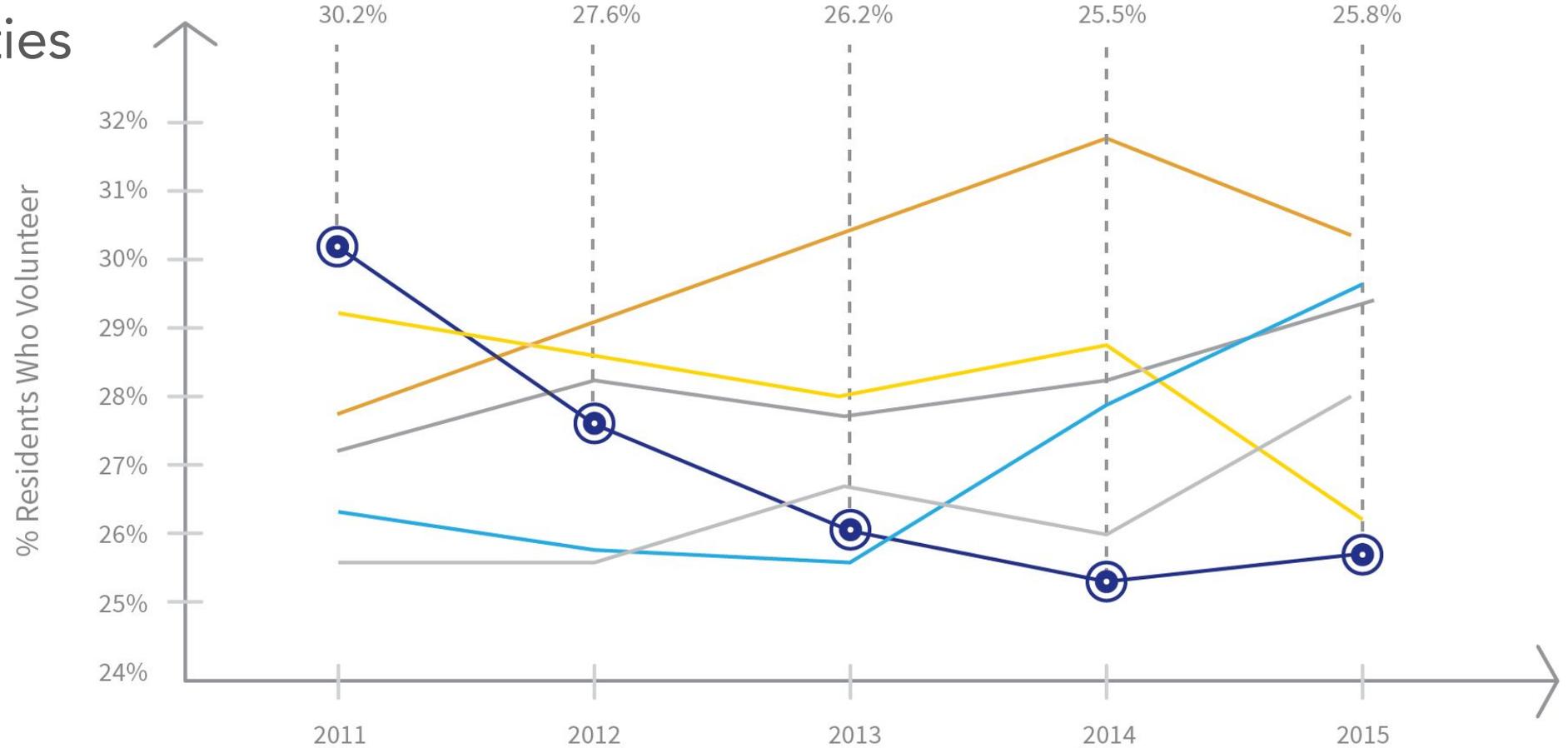
**One thing hasn't changed:  
Volunteering matters to the  
nonprofit, volunteer and to  
the community.**



# How Is Our Region Doing?

	2011	2015
 NATIONAL	26.8%	24.9%
 CINCINNATI	<b>#13</b> 30.1%	<b>#28</b> 25.8%
 COLUMBUS	<b>#17</b> 29.2%	<b>#25</b> 26.3%
 LOUISVILLE	<b>#31</b> 25.7%	<b>#20</b> 28.2%
 PITTSBURGH	<b>#23</b> 27.2%	<b>#16</b> 29.4%
 CLEVELAND	<b>#29</b> 26.4%	<b>#13</b> 29.5%
 INDIANAPOLIS	<b>#19</b> 27.7%	<b>#10</b> 30.3%

# 5 Year Volunteer Data Regional Cities



Source: 2015 Current Population Survey Supplement  
Large Sized City Ranking by Volunteer Rate  
Corporation for National & Community Service

## Key Drivers & Important Notes

Why have 4 of 5 peers increased while we decreased?

### Two key drivers

- At least one significant organization solely focused on their volunteer ecosystem
- A significantly greater community investment in volunteerism



# Cincinnati Cares

Cincinnati Cares founded four years ago to work with others to:

①

Support our  
communities' strengths

②

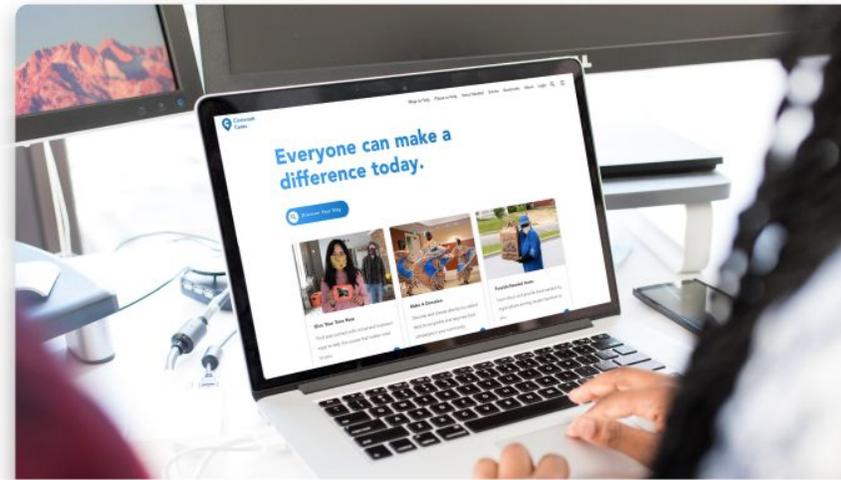
Strengthen our  
relative weaknesses

③

Fill identified gaps

\* Do so with a focus on efficiency and scalability \*

# Community Nonprofit Guide: Guiding the public to what nonprofits need now



## Community Nonprofit Guide

For the first time anywhere, a community has a comprehensive and centralized way for the public to access information and ways to connect with what active nonprofits need now.

**Demo:**

**[CincinnatiCares.org](http://CincinnatiCares.org)**

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## Now in 16 Cities, Regions

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Appalachia  
Boston  
Boston Metro West  
Berkshires  
Cape Cod  
Charleston  
Charlottesville  
Cincinnati  
Cleveland

Indianapolis  
Las Vegas  
Reno  
Los Angeles  
Palm Beach  
San Antonio  
Tampa Bay

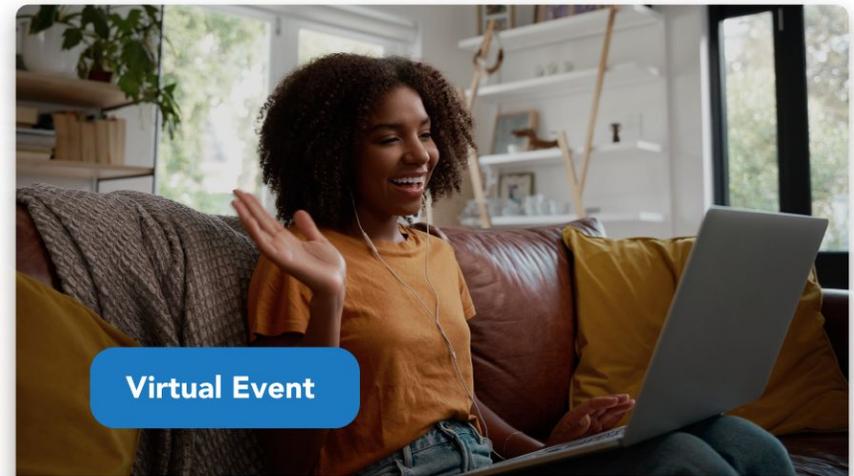
## With 4 statewide Sites

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**Massachusetts**  
**Nevada**  
**Michigan**  
**Ohio**

# BoardConnect: Creating WIDER Nonprofit Boards

We offer services and a platform, including  
90-minute virtual events



## BoardConnect

This 90-minute virtual event helps nonprofits create WIDER boards -- welcoming, inclusive, diverse, equitable and representative -- by quickly matching interested candidates with their best fits.



## Webinar Registration



**Topic** Board Bootcamp: May 11 and On-Demand

**Description** Join us for our next Board Bootcamp webinar to learn how joining a board supports a nonprofit's mission while helping your community and your career.

In just 90 minutes, Board Bootcamp will cover the essentials of what every board member should (but often does not) know about their duties, including:

- The top 6 board responsibilities of all board members
- Your legal responsibilities as a board member
- What executive directors want their boards to know
- How to navigate the latest in board technology to find the right position for you



**Demo: [Boards.CincinnatiCares.org](https://boards.cincinnati-cares.org)**

**BoardConnect Event: March 11**

**Tickets: [Events.CincinnatiCares.Org](https://events.cincinnati-cares.org)**

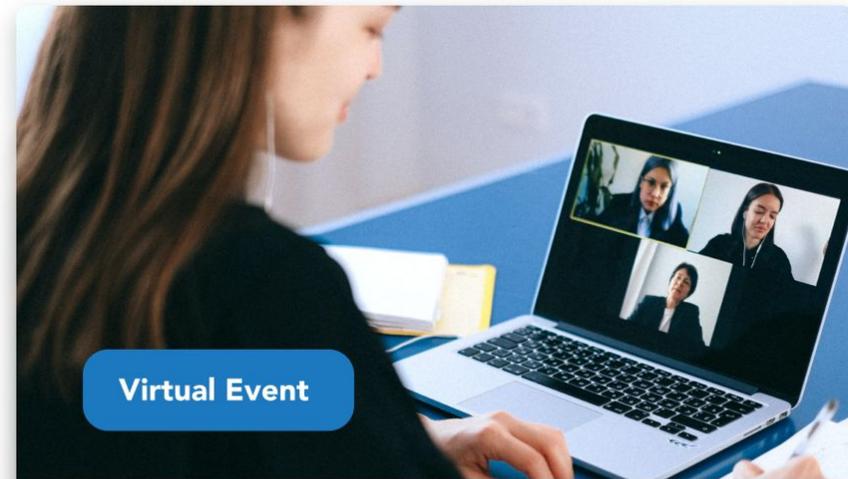
**Board Bootcamp: May 11 and  
on-demand**

**Tickets: [Events.CincinnatiCares.org](https://events.cincinnati-cares.org)**

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# HelpConnect: Activating skilled volunteers for specific, episodic projects

We offer services and a platform, including  
90-minute virtual events



## HelpConnect

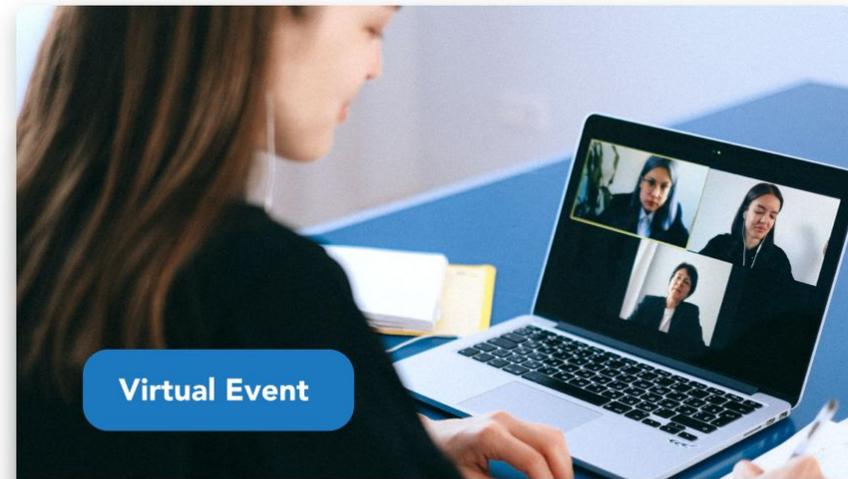
This 90-minute virtual event matches skilled volunteers with nonprofits in need, speeding the launch of help around causes or skill disciplines so impact can be measured immediately.

# HelpConnect:

Email

[Katie@CincinnatiCares.org](mailto:Katie@CincinnatiCares.org)

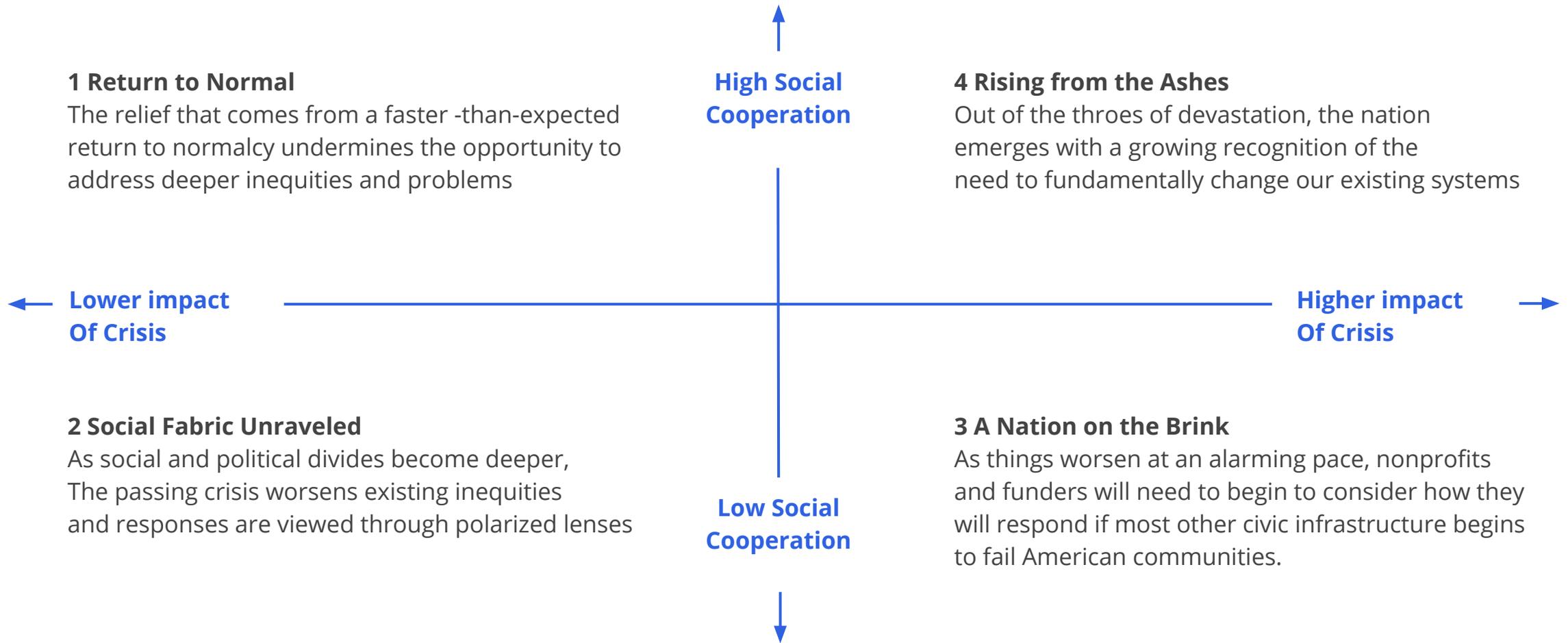
to learn about our fall cohort

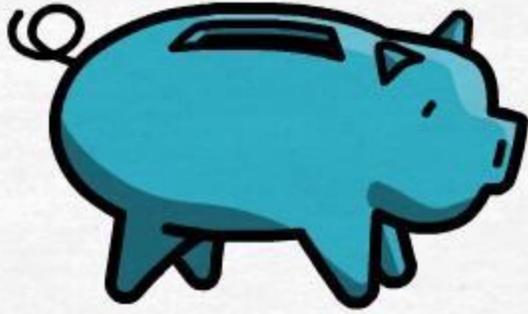


## HelpConnect

This 90-minute virtual event matches skilled volunteers with nonprofits in need, speeding the launch of help around causes or skill disciplines so impact can be measured immediately.

# HelpConnect Project: Create a Scenario Plan in 8 weeks







**StudyHall** offers a platform for volunteers to provide students **free, online, 1:1** homework help in a safe and secure environment.

Email [Katie@CincinnatiCares.org](mailto:Katie@CincinnatiCares.org) for more information

# How you can help from home



# 01

**Make winter care packages for people who are experiencing homelessness.**



- A great way to make a direct impact
- Can be done while staying socially distant



# 02

Start a winter clothing drive (or donate to one!).

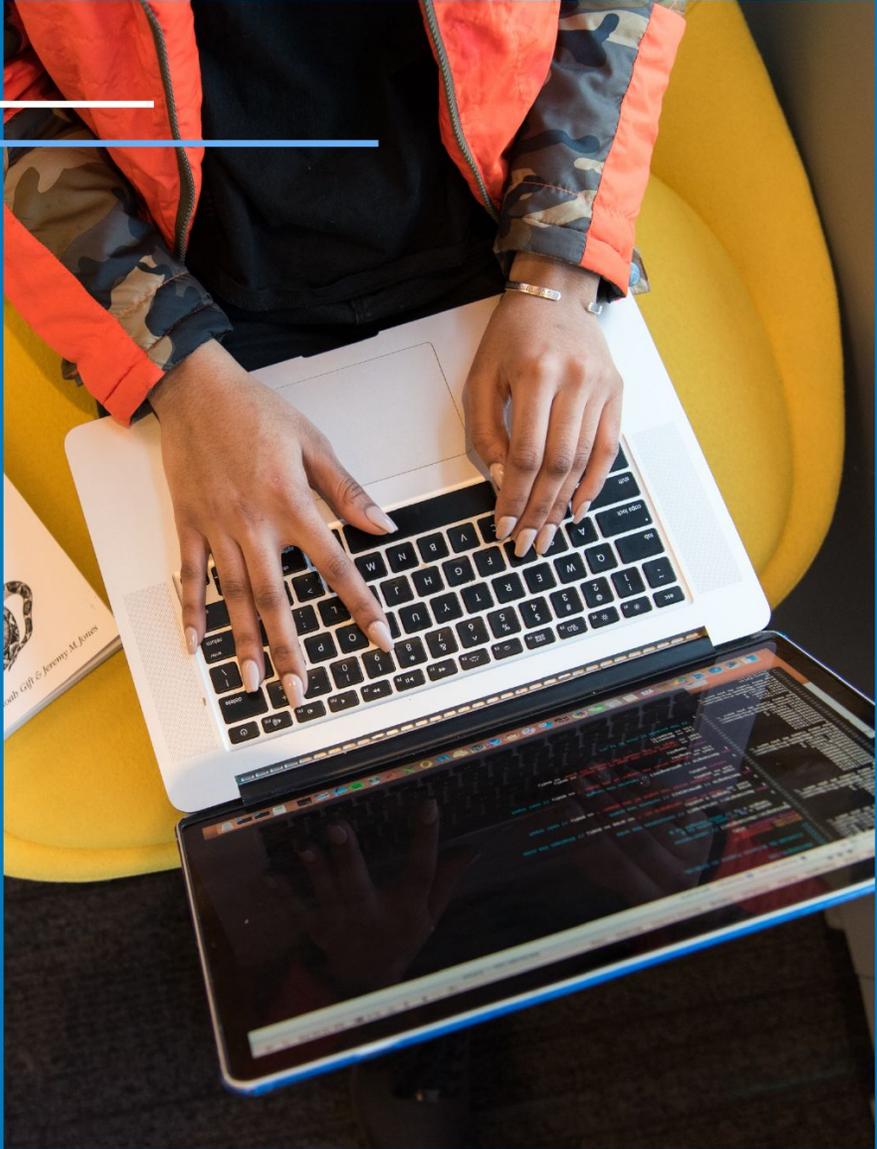
- Great for employees, clubs, or neighborhoods
- Dropoffs can be made socially distant

DAY OF SERVICE 2021

HELPING FROM HOME

# 03

**Volunteer your skills to help a nonprofit or small business in need.**

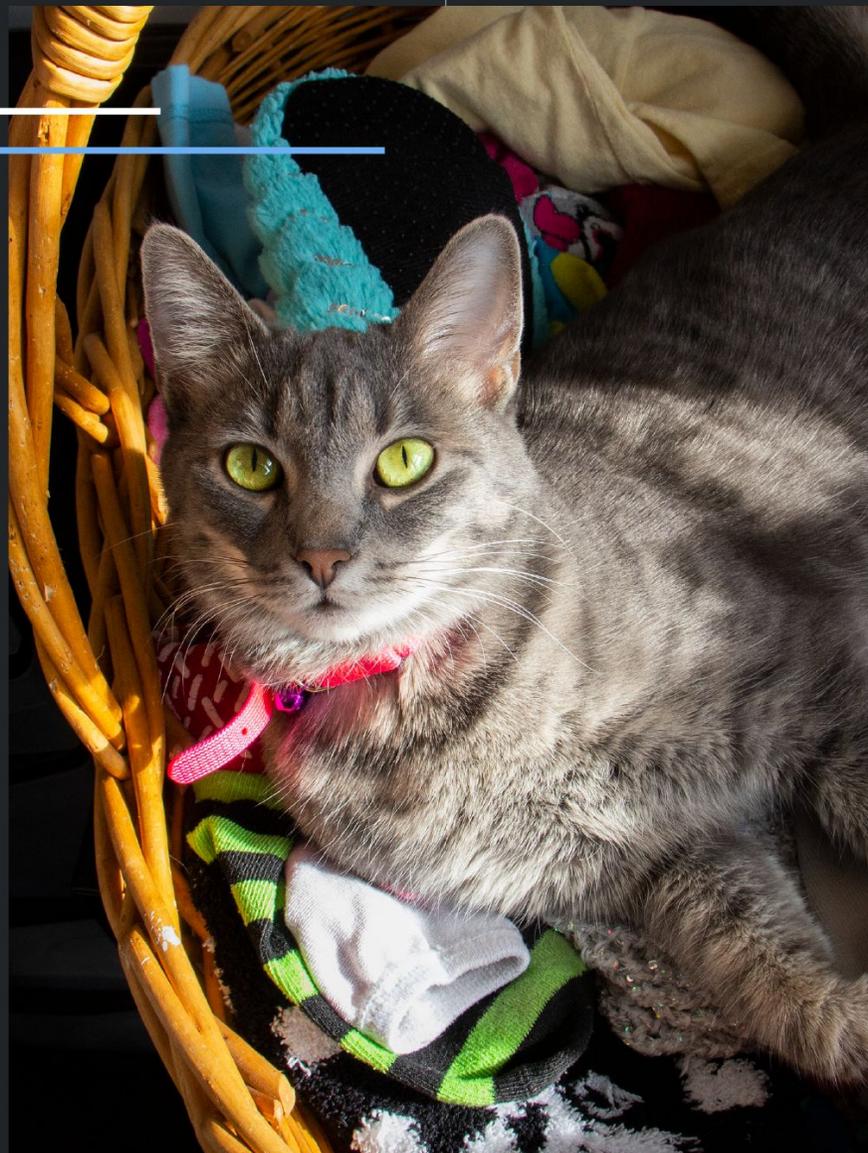


- Use your professional skills to help out your community
- Can be offered remotely



**Sponsor, make, or  
deliver meals for  
families in need.**

- **Great to do as a family company, or club.**
- **Has a direct impact on families in your community**



# 05

**Foster Animals**  
through a local  
animal rescue.

- **Great for families and animal lovers**
- **Can be done completely from home**

# 06

Make self-care or PPE packages to give to essential workers.



- Directly help the people who are serving your community
- Donations can be made while social distancing



**Sign and share petitions related to causes you care about.**



- **A perfect way to use your social media for change**
- **Can be done from anywhere**

# 08

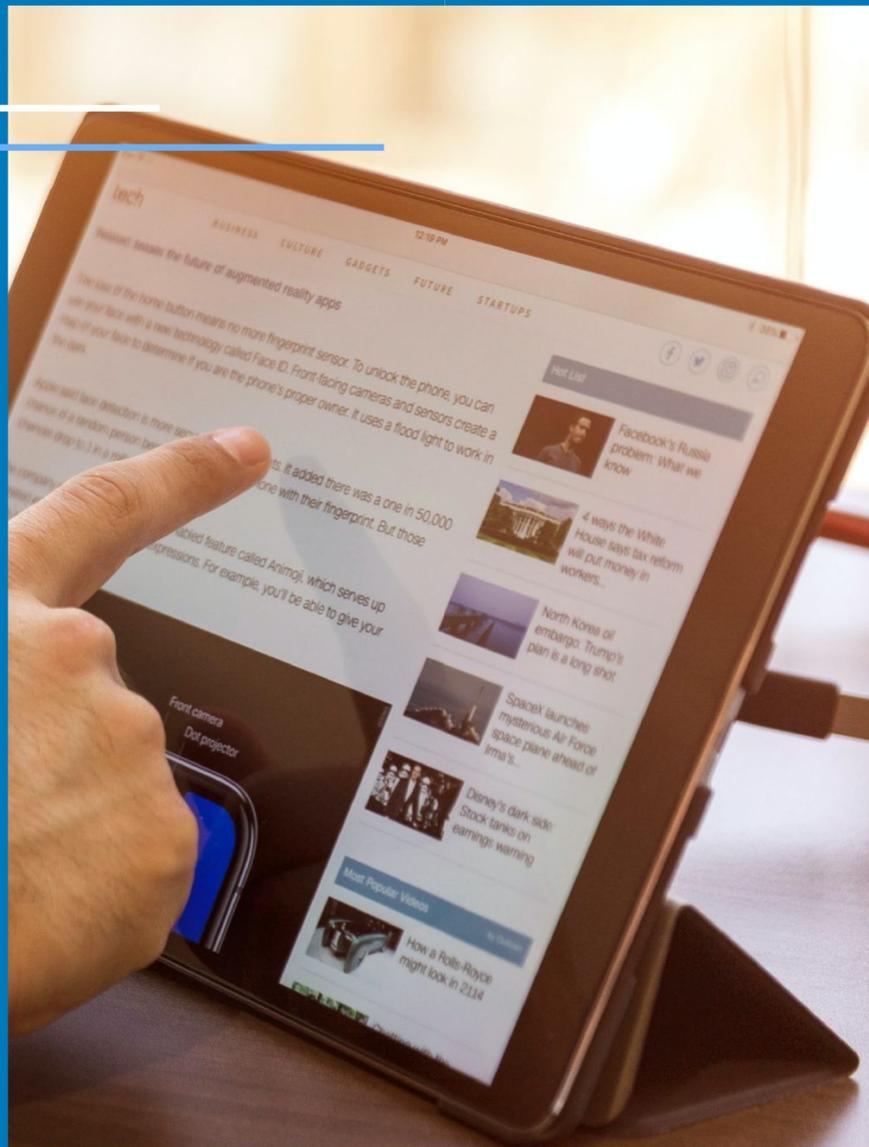
Create an online space or social event for your community.



- Can provide emotional support or comraderie for people who are alone during the pandemic
- Strengthens the sense of community



Like, engage, or share stories of nonprofits working to help the community.



- A good way to support those working to help others
- Helps you stay connected with what is happening in your community

## How Has Volunteering Impacted *You*?

- How has your relationship with volunteering changed during different points in your life?
- What do you wish nonprofits knew about your volunteer experiences?



Questions?



**Cincinnati Cares**

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